Urban-rural linkages in the time of Covid-19: A Metropolitan Perspective
Rural - Urban composition of the Metropolitan Area of Guadalajara
2nd largest metropolis of the country

9 municipalities

5 millions of inhabitants\(^1\)

326546 ha of total land

Among the metropolitan areas of the country, **Guadalajara was the best rated** according to the Sustainable Development Goals that make up the UN 2030 Agenda\(^2\)

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\(^1\) Geographic Information and Statistic Institute, 2017

\(^2\) Sustainable Cities Index 2018, study conducted by Citibanamex, the Mario Molina Center, the Mexican Institute for Competitiveness and the National Public Policy Laboratory of the Center for Economic Research and Teaching.
72400 ha currently urbanized (22%)

254,083 ha undeveloped land (78%)

The dominant use of land in the MAG is agricultural (39.86% of land)

Urbanized zones and human settlements occupy 16.72% and 5.28% of land respectively.

20 urban settlements (with 4.1 million inhabitants altogether)

31 mixed settlements (with 178,366 inhabitants)

859 rural settlements (with 139,198 inhabitants).

1,700 points (types of production in the agricultural sector), grouped into 46 different agricultural activities.
Of urban growth between 1990 and 2015, 74.5% was on previous agricultural areas, 9.9% on grasslands, 7.5% on low deciduous jungle and 3.1% on forests.

From 1990 to 2015, built area in the MAG doubled from 31,630 ha to 72,889 ha.

TECHO study (2018): of 107 irregular settlements in the MAG (that were interviewed) 60% of the community leaders mentioned that the previous use of land in their areas was agriculture.
Linkages urban-rural: Challenges for the MAG
Main problems for the agricultural sector in the MAG

1. Limited access to water resources

   - Elevated costs of the necessary inputs and resources for agricultural production (infrastructure failures, roads and irrigation, and lack of basic public services).

2. Low rentability of agricultural products (negative cost-benefit relationship)

   - The market only values agriculture for its commercial value, without taking into account its environmental benefits.

   - Agricultural production is undervalued (other functions such as building local food security/safety not recognized).

   - Producers have difficulty to connect in more direct ways to the final consumers.

3. Pressure put on by urban sprawl growth

   - Urban sprawl: territorial fragmentation and a loss of ecosystemic services.

   - Reduction of productive land is related to a competition of land use between urban (formal and informal) and agricultural.
The role of Metropolitan authorities: MAG multi-level governance model
Metropolitan policies
Metropolitan Plan for Territorial Ordering - Land Use of the MAG (POTmet)

- Strategy for the polycentric model of the city and the strengthening of a metropolitan structure.
- Holistic Urban Management (i.e. water resource management).
- Strategic Zones (NEUS - New Sustainable Urban Settings)
- “Green peri-urban system” strategy

Strategy for the urban-rural linkages for the Metropolitan Development Program

Cartographic studies and a diagnostic of the MAG with:

- Key agricultural products in the MAG.
- Mapping the key urban-rural linkages in the MAG.
- Maps of strategic zones for the agricultural sector (for animal raising, irrigation and seasonal agriculture)
- Mapping of key stakeholders, their interests, relationships, jurisdictions and problematizations.

Main strategies and municipal programs for the agricultural sector

- Land improvement through the use of organic fertilizers.
- Training programs in diverse topics.
- Promotion of cooperative and collaborative organizations.
- Infrastructure improvement of roads that connect agricultural areas.
Covid-19 in the MAG: Crisis response and post-crisis recovery actions
Metropolitan authorities: crisis response

State Government “Plan Jalisco COVID-19”

- **Employment**: Emerging Program of people’s employment and salary protection.

- **Food security**: “Jalisco without hunger, together for nutrition”

- **Mental health**: “Stay at home” support program.

- **Communications**: Plan Jalisco COVID-19 APP “Plan Jalisco Covid-19”

- **Transportation**: Medical connection COVID-19

- **Health**: Sanitary filters in all highway accesses to the MAG.

- **Gender-based violence response**: “Stay at home, Stay safe” (Emerging State Plan for the prevention of intra-family violence in the midst of the Covid-19)
Metropolitan authorities: crisis response

**Metropolitan municipalities**

**Employment:** “Looking after your Job” (Guadalajara)

**Women’s economic empowerment:** “Made by women” (Guadalajara)

**Local Economic Development:**
“Tonalá Strong”: Aid for craftsmen and merchants

Zapotlanejo: 100% forgiveness in fees for the payment of property taxes, construction and commercial licences, water payments and other types of municipal taxes.

Tlaquepaque: 12.3 million pesos toward family income support for upwards of three thousand families.

**Nutritional Programs:**
Three thousand daily breakfasts distributed among the most needy neighborhoods (El Salto)

20 thousand pantry packages for the most needy (Tlajomulco)

**Communications:** 3,830 cell phone sim cards with free internet for people to work from home. (Zapopan)
New actions and governance arrangements: the post-crisis recovery

City-regional approaches: Studies and analysis about the “Metropolitan Region”

“Metropolitan region”: nearby areas that are related to the city through its economic, migration or tourism patterns or dynamics; but are not necessarily part of the metropolis.

Necessary development of tools for the making of a metropolitan-rural network that could include migrants and communities in need.

Establishment of priorities to identify productive anchor projects that would link communities that have relationships of economic interdependence with others.

Data-driven development to build these “metropolitan regions”.
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